

The Truth About Florida

The Bunnell Home Builder

EDITED BY S. HOWARD

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No. 1



Scene at Bunnell Barbecue, November 9th, Thos. A. Verdenius Addressing Colonists from Auto—See Page 3

THE EDITOR'S PERSONAL PAGE

For some time there has been felt the need of a regular monthly publication, to be sent to all Bunnell-Dupont Colony land owners, and others who are interested in securing homes in the Sunny Southland. The BUNNELL HOME BUILDER has been the result, and it goes to you—in this it's first issue—with a message of good cheer. It goes with the hope and belief that it will receive a welcome from you, and that you will find every word in its pages of vital interest to you.

We expect to publish the HOME BUILDER during the coming winter months, and should it meet with the favor we predict for it, it will undoubtedly be enlarged and continued indefinitely. "THE TRUTH ABOUT FLORIDA" is our motto. You are seeking the truth about this much talked of state; you are anxious to hear what is going on in the BUNNELL-DUPONT colony; what your future neighbors, who are already located there, are doing; and what others think of Bunnell. It is just such information as this we propose to give you from month to month in the columns of the HOME BUILDER.

And doesn't the name of our little paper appeal to you? The "HOME BUILDER." The highest institution of our land is the home, be it a palace or the most humble cottage. The possession of a real home is the dream and aspiration of practically every man and woman. We want to tell you how you may obtain a home in Florida, or we want to help you plan for the most successful development of the home you already have there.

The folks who are buying land in the Bunnell-Dupont colony are not speculators. They are earnest men and women who are seeking permanent homes for themselves and their children, and they are wise enough to see the future of our colony, and to appreciate the advantages to be found in our part of the State.

To make the HOME BUILDER the success we wish it to be, we must ask the co-operation of each one of our land owners. Bear in mind that this is *your* paper, and we shall count on you to write us occasional letters, and to give us suggestions as to what you think would be helpful to our people.

There is going to be a QUESTION BOX in the HOME BUILDER, beginning with the next issue. If you have any questions you wish answered regarding the colony—its soil, climate, crops, etc., etc., send them to the Editor of the HOME BUILDER at once, and they will be answered to the best of his ability in the following issue. If he is unable to answer your questions, he will refer them to wiser heads. Make these questions as short and concise as possible, as we cannot give too much space to the Question Box.

Let us have a "heart to heart" corner in this little magazine; and won't you land owners and interested friends write us short letters for publication? If you have been to the colony, tell us what you thought of it. Write us of your plans and aspirations for the future. You can help each other in this way, and what, after all, is the Bunnell-Dupont Colony, but one large family, all working toward the same end, the making of homes?

We shall hope to have an occasional letter from Mr. I. I. Moody, President of the Bunnell Development Company. We will ask Mr. Moody to tell us of developments in the colony, of the new roads being built, public buildings being erected, etc. As Mr. Moody is a resident of Bunnell, and in close touch with every feature of its progress, all of his information will be first-hand.

You will find a portion of the paper devoted to local happenings in and around Bunnell and Dupont. You will learn of the new arrivals in the colony, of the crops being raised, and many little things pertaining to the social life of our people.

The Editor will also endeavor to give you from month to month some general information of interest to all Florida land owners. He will write you of his own experiences in the State, and give you the opinions of men of authority on various subjects.

In this issue you will find a most interesting letter from Mr. Thomas A. Verdenius, General Manager of the Bunnell Development Company, which gives you the very latest and most up-to-date news of the colony. Mr. Verdenius has just returned from an extended trip through Florida, and a delightful visit to Bunnell. The pictures found in this issue were taken by him while there.

The Editor hopes to have a number of letters before the next issue of the HOME BUILDER. Tell him what you think of the paper, and ask any questions you wish to have answered.

Address all communications to

S. HOWARD

Editor Bunnell Home Builder

1103 Womans Temple, Chicago, Ill.



Temporary Home of Mr. and Mrs. Gray,
Located Southeast of Gore Lake

Read the Following Letter Written by Mrs. Gray

Sometimes it is well to look at a matter from the "woman's" viewpoint. Hence Mrs. Gray's letter will be of interest to others, wives, and mothers, who expect to make this colony their future home:

DUPONT, FLA., Nov. 20, 1912.

Bunnell Development Company,
Chicago, Ill.

Gentlemen: When Mr. Gray decided to move to Florida, I must admit I had misgivings as to the wisdom of the removal, as in the past, Mr. Gray has shown a marked propensity for moving, and you know about the proverbial "rolling stone."

However, after we were settled on our farm, all my fears vanished. We moved on our land the latter part of August, and while the weather was warm, we did not suffer with the heat as we did in the North, as there is always a pleasant breeze.

The first thing we did was to plant a garden and we had radishes three weeks after planting, and string beans and turnips six weeks after planting, and we are now eating Irish potatoes which were planted the latter part of September.

I think this country is undoubtedly the best location to be found for the raising of poultry. My chickens are doing fine, they have always been remarkably healthy, the only fault I have to find with them is, they lay all the time and show no disposition to set, which is a disappointment to me, as I had planned to raise a lot of young chickens this Fall. But now I am going to get an incubator, so will no longer have reason to find fault with them on that score.

We are planning to have our potatoes in the ground the early part of January, and have them ready for market about April 1st, when they will command the best prices.

This country is blessed with ideal climate and soil conditions, and as Mr. Gray's health has improved wonderfully since coming here. I feel satisfied that we have at last found a permanent home.

Yours truly,

MRS. W. H. GRAY.

THE CALL OF THE SOUTH

Congressman Champ Clark of Missouri, Speaker of the House of Representatives, has amended the saying of Horace Greeley from "Go West, young man, go West," to "Go South, my boy, go South."

Supplementing this, Speaker Clark said:

"The South is the place, and my advice is to go there. You won't eat as much there as you do here in the North. Your clothing must be lighter, and therefore less expensive. You won't have to buy fuel to speak of, and you can allow your horses and cattle to graze in the open the year round.

"Believe me, the South is the poor man's land, and you will live to see the day when it is going to be the richest part of the United States."

The truth of the above words can best be realized by the man who has lived in Florida. This, of course, is not the only southern state, but it is the one which is before the eyes of the American people today, and it is a state which has all the natural resources to make it *truly great*.

It is a state which should attract the young men—the men who have their future still to carve out. There are so many openings to suit the various tastes, and always there is the soil to fall back on. The man who cannot make a success in Florida, properly started, need not look for it elsewhere.

After the Civil War when the South was in the throes of the Reconstruction period, many Southern men took their families and migrated to the West, where their sons and daughters grew up as Western citizens, and helped build up that part of our great country. For such a long time the young man starting out to make his fortune never considered the Southland as a desirable point, and thus it has been overlooked from year to year.

At last the people of the North, the East and the West are awake, and for the past three or four years people have been pouring into the South at a tremendous rate. They are quick to see and grasp the opportunities on every hand, and it is indeed becoming a New South.

What is true of the South as a whole is especially true of Florida, only that there has been even a greater interest shown in this grand state than elsewhere. If one turns to the soil for a livelihood he may raise such a variety of crops to great advantage, not merely corn and oats, and oats and corn, which are the staples in the middle West.

With one exception Florida has a greater area than any other State east of the Mississippi river. It measures in all 59,000 square miles, which is equivalent to thirty-five million acres.

The State possesses more than twelve hundred miles of sea coast, including many land-locked harbors, and possibilities of inland waterways that cannot be equalled in any part of the world. Arms of the sea forming rivers and lagoons parallel to the coast lines, while inland there are many fresh water rivers and lakes that furnish ample water for all purposes.

Florida's varied resources of forest and farm, her magnificent fisheries, her great phosphate deposits, her fertile soil and her marvelous climate have attracted the attention of the world. In consequence capital and immigration are turning Florida-ward so rapidly that statisticians have difficulty in keeping record of the State's constantly increasing progress.

Florida's great diversity of products has made her famous, and there is a reason. The territory of the State extends through 473 miles of latitude, a narrow peninsula protected on the east, west and south by large bodies of salt water. Standard crops of all sorts of vegetables and fruits, including many tropical and semi-tropical varieties, can be raised and shipped every month in the year. No other territory in the Union can do so much.

Not only is Florida the State for the young man to make his fortune in, but it is the most delightful state in this whole country for the man and woman who have passed the meridian of life and want to live in a mild, healthful climate. It is the place for the man of ordinary means, and I say without fear of successful contradiction that ONE CAN LIVE BETTER AND ON A LESS AMOUNT OF MONEY IN FLORIDA THAN ANY OTHER STATE IN THE UNION.

Some here of course make a greater success than others, but what one can do another may also. One must needs have knowledge how to work, and a real willingness to work.

Did you know, that

Some Florida growers have realized \$14.00 a crate for green peas in February?

Others have received \$8.00 a crate for string beans in early winter.

New Irish potatoes in April have brought as high as \$8.00 a barrel.

Strawberries have sold for \$1.00 a quart.

And so on down the list of fruits and vegetables raised in Florida during the late winter and early spring months.

No wonder Florida is being settled so rapidly by a very desirable class of thrifty homeseekers!

Truly Florida is today, and ever the land of opportunity.

BUNNELL HAS BIG BARBECUE

Settlers Spend Delightful Day Together
Have a Fine Dinner and Listen to Speeches

The folks at Bunnell and Dupont fully realize that "all work and no play makes Jack a dull boy," consequently they have an occasional day of recreation and reunion, and Saturday, November 9th, was one of these days.

The weather was ideal. The sun shone brightly, and it was such a November day as one finds only in Florida. Nature indeed did her best toward making the barbecue at Bunnell a grand success.

Most of the colonists came into Bunnell at an early hour and met Mr. Verdenius, who had come down from Chicago for the occasion. It was a general handshake, a "how do you do?" "glad to see you," "you are looking well," "when did you arrive in the colony?" etc., etc.

About 3 P. M. Mr. I. I. Moody drove his beautiful Cadillac car up in front of the Bunnell State Bank, from which the speakers addressed the people, who were gathered in the shade of the covered walk. What a contrast the scene presented to those from the North, thinking of the folks there in their heavy overcoats and furs, while here summer dresses were in evidence, and many men were in their shirt sleeves, and were enjoying the day more than they could a Fourth of July celebration in their former Northern homes.

There was just one disappointing feature of the picnic, and that was that the Hon. Wm. Jordan, Mayor of Jacksonville, who is one of the stockholders of the Bunnell Development Company, was unable to be present and address the people, owing to pressing duties in Jacksonville. However, we expect him to meet with the colonists at some later date.

Mr. George Mawman of Palatka, Florida, and Dr. Wright of Jacksonville made splendid addresses. We would like to give the readers of the HOME BUILDER their speeches in full, but space will not permit.

Mr. Thomas A. Verdenius of Chicago, General Manager of the Bunnell Development Company, spoke as follows:

Dear Friends: Will you not permit me to address you thus? On such an occasion as this I dislike using the formal greeting of "Ladies and gentlemen!" In my heart I know you all; I feel that not one of you are strangers to me, and I claim the right to call you MY FRIENDS.

You have no idea how much pleasure it gives me to be here with you today. I have come all the way from Chicago for this occasion, and I feel it a privilege and an honor to stand here in this automobile and speak to you for a few minutes.

In Chicago a few weeks ago I had the pleasure of listening to many political speeches, delivered by some of the most famous men of our country, and one by our next President, Gov. Woodrow Wilson. Gathered around Gov. Wilson was a coterie of prominent men, justly proud to be there; but I say to you in all sincerity that I esteem it a greater privilege to be here in this capacity today than to have been among those men.

It has not been my pleasure to have met all of you before, for many have made Bunnell their home since I was here the last time. However, I have corresponded with the majority of you, and before I return to Chicago I hope to have the opportunity of becoming personally acquainted with each one.

Let me say to you that although I cannot be here in person every day, in spirit and in thought I spend most of my hours right here among you. I am continually thinking and planning for the betterment of our colony, and quite often I am thinking aloud, for my good wife at home assures me that she listens to "BUNNELL" three times a day, for seven days out of every week (and she listens pretty patiently, too). And, by the way, I haven't failed to write her since coming back to Florida that the State looks better to me this time than it has ever done before, and as I look around Bunnell and into your faces here today, I say again that this is the best spot in the state.

Were I actuated by no other motive than selfishness (and I assure you that this is not my feeling), I could not be else than interested in you and in this community, for my success is only obtained as success comes to you.

This is not a "one man's" cause. It is not just Mr. Moody's, yours, or mine—but it is *ours*, and every good family we induce to come here, every good word we speak for the colony, every improvement we make here (be it large or small), every fence that is built, every acre that is cleared, every furrow that is plowed adds just so much more value to the property of each individual, and makes the community just that much better to live in. You are benefited; I am benefited; yes, and the state of Florida at large.

Therefore, my partners, for that is what we are in the fullest sense of the word, let us stand shoulder to shoulder, and make this colony the greatest in the state. Let us aim for large things. Not only should we hitch our wagon to a star, but let it be the highest star in the zenith.

The primary requisites to success are here—ideal location, splendid transportation facilities, productive soil, and such men as Messrs. Moody and Lambert back of the proposition. It is up to us to bring results.

I am reminded of what is needful in the erection of a home. Here is the brick, the lime, the lumber and the tools. Just one thing more is necessary—the mechanic who can transform this raw material into a beautiful structure, and WE ARE THE MECHANICS HERE.

Yesterday at noon I arrived in Palatka, where I spent the night. In the evening I was invited by some of the members of the Palatka Board of Trade to accompany them to Hastings, our sister city, just 12 miles to the north of us, and far famed for her Irish potatoes.

About 50 members of the Palatka Board of Trade went over to Hastings in automobiles to assist in the organization of a Hastings Board of Trade. I wish you could have been at that meeting. The enthusiasm of the people was contagious. They have in Hastings people, those whom we would call "live wires" in Chicago, but nevertheless they can't beat us here at Bunnell.

A number of speeches were made, and I had the pleasure of talking to these men for a few minutes. A Board of Trade with eighty-four members was organized in Hastings that night, and I hope, yes, more than that, I fully expect to see the same thing here in Bunnell before very long.

I want to tell you of just one speech I heard there, which was made by a Mr. Brown, one of the old settlers of Hastings, who came there about 12 years ago from Ohio. Mr. Brown was the first man who tried to raise potatoes at Hastings for commercial purposes. He brought to Florida with him about three barrels of potatoes, and before planting time came had eaten at least a third of them. Well, what was left he planted, and shipped his first crop (16 barrels) to Philadelphia, receiving for same \$9.00 per barrel. He could not, of course, realize that this was the beginning of so wonderful an industry, which was destined to make St. Johns County famous.

Mr. Brown's success led others to follow his example, and that spring one Floridian meeting another said: "Do you know, I am going to raise potatoes next year? That d—d Yankee made more money from his one crop of potatoes than I have made all the year."

BUNNELL BARBECUE

Continued from page 3

But I must make my story short. You all know what Hastings has done and is doing. They had more than 9,000 acres in potatoes last spring, and next spring they hope to ship 300,000 barrels of Irish potatoes out of Hastings, as new fields are being cleared every day, and made ready for planting.

Now what reason in the world is there for Bunnell colonists not doing as well as those of Hastings, or even better? We have their experience to profit by, and we today know better how to do things. You all know that one commission man from New York, who last spring bought a 20-acre field of potatoes about one mile from the place where we now stand, pronounced that field of potatoes the best he had seen in Florida, no other place excepted.

Our soil is equally as good, if not better, than that of Hastings; our transportation the same, and we are but 12 miles further south, which is to our advantage rather than otherwise.

Gentlemen, I say to you we have a great proposition here. I sometimes think greater than any of us realize. When Hastings was as young as Bunnell she did not begin to have such advantages as do we. Here is a town with modern improvements, surpassing Hastings. We have had our electric light plant for many months, while Hastings was lighted by electricity last night for the first time. Here we have an excellent school, which is growing and being enlarged to meet the needs of new pupils. Here is a good church, a state bank, and many beautiful homes.

I never weary talking about the Bunnell-Dupont Colony, but I must not detain you long today. I only want to add that as I have made this flying trip through Florida my heart has ached for the people in the North, and especially in Chicago. There you will find men and women spending their weary days in shops and factories; untold numbers of little children with pinched, white faces, struggling to live in the crowded tenement districts, contending with the foul air and insufficient food. While here there is room for so many folk, with pure air and sunny skies free to all, and I am determined more than ever before to spread the gospel of Florida, and especially of its greatest colony—Bunnell-Dupont.

Within a few years we shall not be referred to as a "second Hastings," but we will have outdistanced that prosperous community. Florida, and this colony in particular, has only started to grow. Bunnell is but a baby just beginning to creep. When a baby tries to walk it is sure to get a few hard knocks and to fall on its nose more than once, but it never lets these knocks interfere with its progress. Every colony has to go through its infant stages, but our "baby" is a boy, a whopping big boy, and just give him a chance. He will soon be a man.

Yesterday morning I met in Jacksonville one of those fellows known as a Pessimist, the sort of a person I haven't a bit of use for. He couldn't say anything good for Florida, nor see any of her possibilities: in fact, I doubt if he could see much of good in the whole world. I told him a story before I left, and now I am going to tell it to you.

After Fulton had completed his first steamboat, he announced a day on which it should make its maiden trip. It was a much discussed time, and when the day arrived crowds of people gathered on the banks of the Hudson River. There were pessimists in that crowd, the same kind of pessimists who live today. One of the number was an old lady who was certain that the experiment would prove a failure. "Oh," said she, "he will never make that thing go. The idea of running a boat without sails. He will never do it in the world."

The all important moment arrived, Fulton set his machinery to work. The engine began to puff, the wheel to turn, and the first steamboat was under way. Then the old lady changed her mind. She became excited, and jumping up and down exclaimed, "He can never stop it, he can never stop it."

So it has been in regard to Florida. People have been critically looking on and saying, "You never can make a success of it. It can't be done." But now they are beginning to open their eyes, and many are saying today, "Why you can never keep it from being a success."

After the speeches came the dinner, and such a dinner as it was too. It was a regular big family party, and every one seemed to be having a good time.

The barbecue-pie was indeed a big success, and the people returned to their homes determined to work harder for the advancement of the Bunnell-Dupont Colony, realizing that it is going to be just what we make it.

EVERYDAY HAPPENINGS IN AND AROUND BUNNELL

Mr. L. N. Hall, formerly of Jacksonville, Ill., but now stationed at St. Augustine, paid Bunnell a recent visit to inspect his 20-acre farm here. He was so well pleased that he let a contract to have 20 acres cleared immediately.

Mr. J. A. Button and wife of Rochester, N. Y., are pleasantly located in the Hotel Bunnell for the winter. Mr. Button is inspecting the Bunnell tract with the view of buying a farm and developing it at once. He expects to build a nice home here.

Mr. G. R. Tolman of Washington, D. C., who has purchased a partly improved farm near the town limits of Bunnell, is making plans to erect a handsome bungalow thereon.

Mr. I. I. Moody, accompanied by Mr. W. W. Snow of St. Augustine, left Friday night for Baxley, Georgia, and returned Monday night. They drove Mr. Moody's car back and had a quick and enjoyable trip.



F. E. C. Ry. Depot at Bunnell

At last the painter's brush has put the finishing touches on the Florida East Coast Terminal Station at Bunnell, and it is a beauty. The colors are appropriate, white representing the "blossom," green representing the "leaf," and the yellow representing the "fruit." Capt. Bell, the agent at this place, says he is suffering from a swelling of his feet, and his feet and supposed to be in sympathy with his head.

The electric car line to the coast is not a thing of the past by any means, and we hope to have it in the very near future.

Another general merchandise store has been added to Bunnell's business houses. Mr. Stone has opened a nicely stocked store in the concrete block, and is doing a good business.

Mr. G. W. Kinney, with wife and son, have arrived in Bunnell from Utah, and will make this their permanent home. Mr. Kinney has placed a house order for lumber and will build on his farm.

Frank Vincent is supplying the local market with fine string beans from his farm near Bunnell.

Mrs. Chas. Vogel and son of Blue Island are recent arrivals and are occupying Judge Heath's home in Silver Valley, until they can build on their farm. They expect Mr. Vogel down very soon.

C. C. McEachern and wife of Palatka arrived last week and will make Bunnell their future home. Mr. McEachern will hold a position with the firm of Lambert & Moody.



Mr. Hubbard Moving Household Goods to His Farm Near Dupont

Bunnell is to have a barrel factory, and in time to supply the farmers for their next crop of Irish potatoes.

R. P. Kelly of Canada arrived last week and inspected his farm in the Bunnell tract. Mr. Kelly was delighted with conditions as he found them here, and will begin to improve his farm as soon as possible.

Some fine hunting is being had near Bunnell on the canal, and yesterday two bears were brought in and shipped to Jacksonville.

Mr. G. C. Taylor of Colorado arrived a few days ago for the purpose of inspecting his farm near Bunnell, and he expects to begin improving it soon.

The Bunnell public school opened November 4th with Mr. J. H. Barnes as principal. Miss Irene Bettes is the assistant, and the school has an enrollment of about 50 pupils at the present time.

Sweet potatoes are being hauled to Bunnell every day by the wagon load and shipped to the northern markets.

Thanks for Thanksgiving. Do your duty and make somebody feel good.

Hon. I. I. Moody is spending this week in south Florida, combining pleasure with business.

Mr. Robert White and wife of Lucas, Kansas, are here. Mr. White has purchased the Howe property on Church street, where they will make their future home.

One trip to "Mack's Place" will convince you. There you will find beans, cabbage, radishes, tomatoes, lettuce, Irish potatoes, sweet potatoes, pineapples, strawberries and frying-size chickens growing to perfection.

This part of the country is being filled up with slick, high-headed mules and red wagons. What meaneth this?

Long-haired Riflemen of Jacksonville and St. Augustine have been in camp a few miles east of Bunnell. They succeeded in killing a few bears, squirrels, turkeys and quail.

Everybody is busy clearing land. Keeps a fellow dodging stumps that are being blown out with dynamite. When you hear the report, look out for the flying debris.

Hotel Bunnell has become inadequate to accommodate its patronage. It will be enlarged and improved at once.

Mr. G. C. Coleman, who has recently purchased valuable property here in the way of mill equipments, seems to understand his business. We predict for him success.

Maj. J. Frank Lambert made a trip to Jacksonville on important business.



Potato Field of Mr. W. A. Mack. Almost Ready for Harvesting. Mr. Mack's Second Potato Crop in Nine Months

Mr. and Mrs. L. F. Hubbard, formerly of Chicago, have moved out on their farm four miles south of town, and seem to be very much at home in their new quarters.

W. A. Cockran of Ocean City was in town a few days ago. He was jolly and happy.

Mr. J. B. Boaz seems to be the busiest man in Bunnell these days. He may well be, as he is the Manager of the Bunnell Potato and Supply Company.

Mr. A. Lambert, located two miles south, has the finest cabbage and onions we have seen this season. Mr. Lambert is a "Shore-nuff" farmer.

C. D. Hagadorn has purchased a registered Poland-China sow, which is a beauty. The days of the razorback are numbered in this locality.

Miss Ann Bardin spent the week-end with Mr. and Mrs. Doc Dean at Dinner Island, returning Sunday evening.

W. H. Gray, whose home is in the southern part of the colony, was in town one day this week, and was loud in his praises of that section.

Mr. G. W. Durrance, located in the north-east part of the colony, brought us in a mighty fine specimen of ribbon cane and sweet potatoes. We hope you will come again, Mr. Durrance.

Messrs. Cheney & Gibson of Charlotte, N. C., have rented the Bergston place, two miles northwest of town. They stopped off here through curiosity, and found it too good a place to leave.

Concrete sidewalks are being laid on Second street. Residences are proposed in the same section.

There is preaching at the First Methodist church each Sunday morning and evening. Sunday school every Sunday afternoon at 3 o'clock.

Mr. L. B. Knox of the Knox Orange Grove, was a visitor here one day this week. Always glad to see him. Mr. Knox enjoys the confidence of his fellowmen and has the good of the country at heart.

Twenty-eight workmen are in camp about four miles east of town, and are busy building good public roads through this section. Let the good work go on.

Joseph Conway and family of Eldon, Mo., have moved on their farm in the southern part of the colony. Mr. Conway brought his horses, cows and dog with him, and is ready to go to work.

Mr. C. F. Turner has assumed his duties as Field Manager for the Bunnell Development Company and will move his family here at once.

Mrs. J. B. Boaz and son Gerheardt, arrived Saturday from Tampa, and are stopping for the present with Mr. R. L. Byrd. Mr. and Mrs. Boaz expect to make Bunnell their future home, and will go to house-keeping as soon as the carpenters can erect their house.

The Bunnell Potato and Supply Company has opened up offices in the Bank Building, with J. B. Boaz as General Manager. The firm is composed of some of the best and most successful business men in Florida and New York. They themselves will plant about 40 acres to "spuds," thus showing their faith by their works.

Mr. Verdenius Writes of His Recent Trip to Florida

Tells of Many New Improvements in the Bunnell-DuPont Colony

CHICAGO, ILL., Nov. 22, 1912.

To the Readers of the BUNNELL HOME BUILDER:

I am more than pleased to have the opportunity, in this, the first issue of the HOME BUILDER, of telling you of my recent trip to Florida and of the many changes since I was there, about six months ago.

But just a word first about the HOME BUILDER. We have needed such a paper as this for a long time, and I know that you all are going to be much pleased with it. To the readers who already own farms at Bunnell and Dupont, it will be like a letter from "home" each month, and you can know all about what is going on in the colony. I believe this little magazine will be the medium whereby we shall all get in closer touch with each other, and thus will the paper be a real success.

Only yesterday morning I returned from a two weeks' visit to Florida, and it is really too soon for me to get away from the delights of the trip and settle down to details. Florida is so beautiful now. I traveled from the east of it to the west, and far down the coast, but I came back again to Bunnell and it looked the best of all to me.

I will not attempt to go into the fullest details about the colony, for elsewhere in this paper you will learn of the local happenings there. These news items and the pictures found in this issue of the HOME BUILDER will convince you more than anything else of the life and development in the colony.

Our people at Bunnell are beginning to get settled and to plan for their coming year's crop. There is a feeling of confidence there, a stability about the place and about the people which was real joy to observe.

The day I arrived at Bunnell they had a fine picnic—a barbecue, and I certainly appreciated the hearty reception given me by our colonists there. We had so much to talk over with each other, that the day was all too short. The following days I spent visiting our colonists in all parts of the tract.

You begin to understand and appreciate what is happening when you go to a certain section of the colony, where a few months ago was to be found nothing but the virgin soil and scattered trees, and now find little homes here and there in all directions, cleared land, fences, barns and growing gardens.

One especially observes the activities throughout the colony when night falls, and then is to be seen in all directions as far as the eye can look, great bonfires where

the stumps and fallen timber are being destroyed.

New families are moving to Bunnell and Dupont each week, coming from all over the United States; at least two or three families come in every week. Most of these folks have been to Bunnell before and know just what the place is like, and now they are bringing their families, their household goods and their livestock and are getting established as fast as possible. The first two days I was in Bunnell there arrived one family from Indiana, one from Montana, and later two families from Wisconsin came to locate.

You have read that "out of the abundance of the heart, the mouth speaketh." Well, when you are in the Bunnell-Dupont Colony you can know just what the people are thinking about, for everywhere you hear conversations on the subjects of clearing, the next potato crop (which will be planted some time in January), the best way to do this, and the best way to do that.



*A Newly Cleared Field Near Dupont
Note New Homes in the Distance*

I took a trip south of Bunnell, down the Moody Road, then over to Dupont, another one out in the direction of Gore Lake, and south of that, and they are the busiest lot of people in that community you ever saw. One man was building his fence; another was plowing, while two new arrivals (one from Chicago, and the other from Salt Lake City, Utah), were hard at work getting their new homes completed. And they may well be busy, for both of these men expect to have from 10 to 20 acres in potatoes by January 15th.

Another one of the colonists informed me that he expected to receive at least \$2,000.00 for his crop of Irish potatoes next season. He is planning and working for that amount, and I for one, believe he will get it.

There are a number of new homes now west of Dupont, between Dupont and the Moody Road. You can stand and count

one house right after another. There was nothing like that six months ago.

One day before I left Florida, our Field Manager took me out in the car in the neighborhood of Gore Lake, and I was delighted with the improvements being made in that part of the colony. I visited Mr. G., who has lately located here, coming from Spokane, Washington, and he showed me what he had done in the few brief weeks since his arrival. He has a comfortable temporary home, and a fine garden with all kinds of growing vegetables. There was an air of prosperity about the place which I liked mighty well.

Another day I had the pleasure of visiting a large orange grove near the southeastern portion of our colony. No one could describe the magnificent scene this grove presented. The roses were in full bloom, while the various trees were hanging heavy with their offerings of Japanese persimmons, rare grape-fruit, kumquats, oranges and tangerines. Mr. Knox, one of the owners of this grove, told me that last year he shipped 10,000 boxes of oranges alone from his grove, and he expects to do as well this season. Judging from the abundance of fruit I saw, I am led to believe he will have no trouble in doing this.

Just north of this grove is to be found the beautiful winter home of George W. Perkins.

New roads are being built here now; new bridges also, and the county has almost 30 men busy on road building. This work is under the supervision of Mr. I. I. Moody, President of the Bunnell Development Company, and one of the Road Commissioners of St. Johns County. A fine highway has been completed from the Knox Orange Grove connecting with the Kings Road and Moody Road, leading into Bunnell. Another road has been completed from Bunnell to Espanola to the north of us, and this road will later be extended into Hastings. Mr. Moody is going to open up several miles of roads through our colony during the coming winter.

One of our settlers, who has recently located in our colony, having formerly lived at Blue Island, Ill., has invented a very fine stump puller. This man has been in the colony only a few weeks, and has about ten acres of his land already cleared. He has applied for a patent for this stump puller and assured me that he would be fully equipped and able next spring to clear at least from three to five acres a day. This will certainly be a great asset to the colony.

While at Bunnell I had the pleasure of meeting Mr. J. B. Boaz, General Manager of the Bunnell Potato and Supply Company, with offices in the Bunnell Bank Building. This Company deals in Irish potatoes, sweet potatoes, fertilizer and barrels. Mr. Boaz explained the purpose of the organization to me, which is as follows: When the company finds a farmer who is willing to work, but who does not have the ready capital with which to work properly, they enter into a contract with him to furnish him with seed potatoes, fertilizer and barrels. When the crop is ready for market the company is willing to handle these potatoes for the farmer, or buy them outright at the highest market price, charging a fair commission for so doing.

I believe this company is destined to be a great factor in the building up of the Bunnell-Dupont Colony, and we welcome them to our community.

Another new improvement I noted in Bunnell was the new Florida East Coast Railroad depot. It is three or four times larger than the former one, and mighty nice looking in every way.

An extension has been added to the Bunnell Public School building, and they expect at least 90 children to be enrolled in the school during the term. There will, of course, have to be more additions as our land owners locate on their farms, but all these needs will be taken care of when the time arrives.



*Partly Finished Home of Mr. Hubbard,
Formerly of Chicago*

A number of families are already located in the vicinity of Dupont, and they are endeavoring to get the required number of children of a school age in that locality, so that a school may be established at Dupont.

As I said before, there is really more activity in the colony than I have ever seen before. Just one thing more is needed—and that is MORE PEOPLE, to come and settle on their farms and help push the work along.

I have always considered those who bought land from me, as partners with me in the upbuilding of this colony. By this I mean that every man and woman who has bought land in this colony should be just

as much interested in its success as I could possibly be myself. Therefore I feel I have the right to lay before you at all times plans for the colony's future.

A few weeks ago I mailed to each land owner of this company one of our new booklets, entitled "A LITTLE FARM, A BIG LIVING," and asked if you would not give me the names of some friends who would be interested in securing homes at Bunnell. Some responded at once; others have not done so as yet. If you are one who has not, won't you do this now. Consider it as a duty, and send me the names and addresses of those who are interested and who would like to be near you in your Florida home.

What is good enough for you, is good enough for your friends, so tell them about Bunnell. We want to sell every remaining farm in the Bunnell-Dupont Colony this winter, and we can do it before the year is out if you will every day talk to some one in your shop, your store, your office or wherever you may spend your time, about the greatest colony in Florida, BUNNELL-DUPONT.

Again I say that I believe in the Bunnell-Dupont colony and its future as I have never done before. You who have bought homes here have chosen wisely, and you who have not, should act promptly.

Yours very truly,

Thos. A. Verdenius

COME TO FLORIDA

When a man goes to start a farm in one of the prairie States of the West he must be well supplied with money. The money returns per acre there are so small that only by cultivating a large acreage by means of machine tools can farming be made to pay; consequently, 160 acres, at least, of high-priced land must be bought, together with costly implements and strong teams to pull them. The severe winters make good dwellings and outbuildings necessary, and where lumber must be freighted several hundred miles this is a costly item. As no fence posts can be had for less than 50 cents each, it takes a small fortune to fence in the land. A deep well is another item of expense, and if the settler has a few cattle he must have a wind mill or some other engine to pump the water with. Anywhere east of the Missouri River a capacious ditch or two, often a couple of miles long, must be dug in order to make parts of the farm productive. Then the fuel question. If the settler lives far from a railroad he must spend several days of each cold season hauling high-priced stove coal, and he is often lucky if he can get any at all. Every particle of wood used in repair of buildings, fences or tools, must be bought.

Buy ten acres of land in Florida, from

The Bunnell Development Co.

at \$5 per month. Then with a few hundred dollars get busy on your land. You'll soon be independent.

WHY THE SMALL FARM?

Some people who have been accustomed to farming on a large scale do not appear to comprehend that as much can be made off of one acre of Florida land as off of four acres of land in many other sections of the country, but if these will stop to consider the facts in the case they will see that this is so.

With very little labor Bunnell-Dupont Colony land can be made to yield three crops a year. When three crops can be grown on one acre, that acre becomes as valuable as four acres would be in the North and the ratio is considerably more per crop than the Northern land is capable of producing.

Here there need be no six months of enforced idleness, but every day in the year can be used profitably. If a man will come to this colony with a little brains, money and energy he will be able to make twice as much as he would in the North and West with the same labor.

The cost of building is reasonable and taxes are very low. The school facilities are excellent.

One point of exceptional interest that every person interested in this colony should remember, is that three crops per annum can be grown, and the farmer will have money coming in regularly after the first crop, or at the end of a few months. In the North the farmer usually gets pay for his products only in the fall.

Working men who are housed up in mills and shops and factories the year through and barely eke out an existence would do well to investigate the possibilities of farming in the Bunnell-Dupont Colony.



Banana Tree in Yard of Dr. St. Peter, at Bunnell

GREAT VALUE OF FLORIDA LAND

And Products of Florida Soil as Explained by Times Union

The man who has a habit of hunting trouble has already begun worrying over what will happen to Florida when her population engaged in horticulture becomes large enough to glut the markets for early vegetables with Florida products! If any worrying is to be done over this, why not let California do it?

The growing of early vegetables is highly profitable to Florida, but with the most successful farmers this early crop is only one of several. While it is the most profitable one, the farmers of Florida could leave it out and still make more money than farmers in other States generally make.

At Hastings experiment is being made with the cultivation of rice after the potatoes have been gathered. One grower there sold the product of one acre in rice for \$25 as it stood in the field. The production of it had cost him only \$3.50. It is quite probable that rice will be grown at Hastings to a considerable extent as a second crop and no farmer need consider himself in hard luck if he can clear over \$20 per acre on a by-product.

Florida is nearer than California to the great markets and when production of any commodity becomes so heavy in this State as to depreciate its price California will feel the loss much more than Florida will. It takes much more time and costs much more money to transport products 3,000 miles than 1,000 miles. If there is ever a reduction of acreage on account of falling prices the reduction will take place in California and will tend to relieve the pressure in Florida.

But this State can produce nearly every product of the temperate zone and produce it at a profit. The heavy crops that the West depends on can be grown profitably in this State. Sugar cane flourishes as well here as in Louisiana, leaf tobacco as well as in Connecticut, rice as well as in South Carolina, Georgia or Louisiana. All these things are additional to our tropical or semi-tropical products. It is evident that if the agricultural contest ever progresses to the survival of the fittest, Florida will be found to be the fittest.

Over in Europe, Italy comes nearer than any other country to having a climate like that of Florida, but it has not as wide a range of products. Italy has an area of 110,550 square miles and a population of 32,475,253. Florida's area is 58,680—slightly more than one-half that of Italy—and her population is 751,139, only one-fourth that of Italy. Our State will not be as crowded as Italy is until it has twenty times as many people as now live here. Florida can easily support 15,000,000 people.

We are always worrying about something in Florida. Many thought when the orange trees were killed the State was ruined. They now know that the freeze was the foundation of a greater prosperity than the State had ever known before. There was uneasiness as to the future when the phosphate boom collapsed from the richness of the State in phosphate deposits. They now see that an ephemeral speculation has given place to an industry that will remain profitable for centuries. Uneasiness is felt as to the time when the turpentine industry will move away from lack of material. It has been the experience of the past that when we have lost one thing we have found a better, and as a matter of fact we have not yet lost anything—the loss was only seeming—merely a postponement of growth.

It is claimed that an Orlando boy raised \$19.25 worth of radishes on a rod square of ground. This is equal to a return of more than \$3,000 to the acre. Celery, strawberries nor oranges are "in it" with this.

WHY IT IS SAFE TO BUY LAND NOW

There was a time when some land companies and real estate concerns thought it necessary, in order to sell Florida land, to draw largely on their imaginations. Perhaps they hardly believed in the country themselves; at least they seemed to fear that their prospective customers would not be satisfied with plain facts, and therefore, not all of them, we are sorry to say, adhered strictly to the truth.

That day has passed, to return no more. Men and women are buying farm homes, and they are doing it with their eyes open. They are going to see and understand what they are buying, and they have a right to do so.

What people want is the Plain, Unvarnished Truth, and the plain, unvarnished truth is good enough to sell good land.

The land in the Bunnell-Dupont tract is so good, and the proposition so attractive from every standpoint, that it is sometimes feared that the public may doubt some of the statements made regarding it.

This paper is published for the purpose of telling the TRUTH about Florida in general; St. Johns County and the East Coast more especially, and the Bunnell-Dupont tract in particular.

We want to keep in touch with every man and woman who is interested in securing a Florida home, and we shall make only such statements as we can substantiate, so that when people go to look over the colony they will not be disappointed.

"And I have said, and I say it over,
As the years go on and the world goes over,
'Twere better to be content and clever
In tending of Live Stock and tossing of
Clover,
In the grazing of Live Stock and growing
of grain,
Than a strong man striving for fame and
gain."

—Joaquin Miller.

When 6,000 acres of celery land near Sanford sell for a quarter-million dollars we are forced to observe that other celery centers might be easily found. Hastings was advertised by an experimental farm until it became a farm indeed—the celery lands about Sanford were considered valueless during the orange boom. Buy your land and start an experimental farm to demonstrate its possibilities. —Florida Times-Union.

DO YOU KNOW THAT

The average workers earn less than Twelve Hundred Dollars (\$1200) a year? They work a lifetime for others.

Statistics assert that forty (40) per cent of the wage earners would fill the potters field were it not for their friends. Fifty (50) per cent are compelled after the age of sixty (60) to subsist on charity, or are creatures of pity.

We are a Nation of Tenants. Only ten (10) per cent of our entire population are property owners.

Do you desire that your children and your children's children will be homeless—dependents? Or do you choose to be absolutely FREE, and leave your kindred a heritage of independence, and own a home for yourself and family?

These are facts that men and women have to face. How much easier it will be to meet old age if you have a comfortable home of your own, and do not have to look to the charity of others. It requires such a small amount of money to secure a choice farm in the Bunnell-Dupont Colony, and I know of no investment which equals it.

If you are so fortunate as to already own one of these farms, do you not want to add to your holdings, or purchase additional land for your children? If you want to do your friends a kindness, tell them of Bunnell and how they too may secure homes for themselves in this land of flowers. There are a few farms left for sale in this colony, and your order accompanied by first monthly payment will secure one of these for you.

DO NOT PROCRASTINATE.